

Farmers Market Manager Workshop

Wednesday, April 1, 2015 • 10:00 a.m. – 2:00 p.m.

Sparkman Auditorium at the Mississippi Agriculture and Forestry Museum
1150 Lakeland Drive
Jackson, MS

This workshop is specifically designed for market managers, staff, volunteers, and board members to share strategies for managing a farmers market more effectively and efficiently.

Darlene Wolnik, with Helping Public Markets Grow, will be the main speaker; she will discuss topics such as EBT recruitment/retention and collecting data to present to potential market stakeholders. Managers will also hear from a panel regarding food permit requirements for items such as meat, dairy, eggs, and cottage foods.

There will be an EBT Retailer Sign Up workshop starting at 9:00 a.m. at the MS Ag and Forestry Museum, Forestry Building. Managers are welcome to attend the sign up before the workshop begins or may bring another person to sign up the market to accept EBT customers. Also, please tell your market farmers/growers that this is the time for them to sign up as well.

*** MDAC will be hosting a Social Media Workshop right after the Market Managers Workshop (2:15 p.m.), please see attached flyer for more information.***

Pre-registration is required. If you are interested in attending, please complete and return the attached registration form by Wednesday, March 25, 2015. The registration fee to attend the workshop is \$15, which includes lunch. Workshop check-in will begin at 9:30 a.m., and the program will start at 10:00 a.m. at the Sparkman Auditorium at the Mississippi Agriculture and Forestry Museum in Jackson. The workshop will conclude no later than 2:00 p.m.

For more information about this workshop, contact Jennifer Weaver at 601-359-1159 or jenniferW@mdac.ms.gov or Susan Head at 601-359-1196 or susan@mdac.ms.gov.

Directions & Parking

Take Interstate 55 to the Lakeland Drive Exit. Turn east onto Lakeland Drive. The Ag Museum will be on the left. Enter the Ag Museum grounds through the Main Gate. Take an immediate left, and you will see the Sparkman Auditorium.



Farmers Market Manager Workshop Registration Form

Wednesday, April 1, 2015 10:00 AM
Sparkman Auditorium at the Mississippi Agriculture and Forestry Museum
1150 Lakeland Drive Jackson, MS

Workshop Registration Fee \$15.00 (includes lunch)

Cost Per Participant \$15.00

Number of Participants _____

Total Enclosed \$ _____

Please print.

Name(s) _____

Mailing Address _____

City _____ State _____ Zip _____

Phone _____ Cell _____

Email _____

Farmers Market _____

Please check the following if you will also be attending:

☐ I will be attending the Social Media Workshop after the Marker Manager Workshop.
____ Number attending Social Media Workshop

☐ Someone from this market will be signing the market up for EBT.

Please return form by Wednesday, March 25, 2015. Make checks payable to MDAC.

By mail: Mississippi Dept. of Agriculture and Commerce
Attention: Susan Head
P.O. Box 1609
Jackson, MS 39215

By email to: susan@mdac.ms.gov

By FAX to: 601-359-1260

Phone: 601-359-1196

HELP US UPDATE OUR FARMERS MARKET GUIDE!

Please provide the following information about your Farmers Market to help us keep our Farmers Market Guide current.

Market _____

Market Location _____

City/Town/Zip _____

Months of Operation _____

Days and Hours of Operation _____

Market Contact Person _____

Contact Phone _____ Contact Email _____

Website/Facebook _____

Does your market have the capability to accept EBT? ☐ Yes ☐ No

If so, who has the EBT device? ☐ Market ☐ Individual Vendors ☐ Both

“Maximize your Facebook Page” Workshop



Wednesday, April 1

Time: 2:15 p.m.

Cost: FREE!



Are you trying to understand your business’s Facebook Page and how it can work for your business?

Join us to learn more about privacy and setting controls on your Page. We’ll discuss how you can reach all of your followers and target new customers by understanding insights and crafting quality Facebook posts to increase engagement.

To participate in this workshop, **you will need to have a Facebook Page created and at least 30 likes on your page.** Participants are encouraged bring their own laptop, iPad or other mobile device, but instructors will not troubleshoot hardware issues during the class.

To sign up: Email Chaille at Chaille@mdac.ms.gov with your name, business name, and contact information by Wednesday, March 25th.



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